



DEPARTMENT OF THE ARMY
HEADQUARTERS U.S. ARMY MEDICAL DEPARTMENT ACTIVITY
FORT SILL, OKLAHOMA 73503-6300

REPLY TO
ATTENTION OF:

COL KARL R. KERCHIEF'S PHILOSOPHY

- Access to great health care is what we need to insure we provide.
- Outstanding service is an expectation of all our customers...Let's make sure we all give and get exactly that.
- Every job has a standard; make sure you achieve it or better.
- Integrity is important.
- Do what you say you are going to do.
- Always do what is right. Often it will not be what is the easiest, but do it anyway.
- Change happens. We can either choose to make it happen ourselves or react to it.
- Every day gives us an opportunity to learn and to improve.
- Any process can be improved; the trick is to choose which ones to focus on.
- Take the time (on occasion) to take pleasure in a job well done or a mission accomplished. Reinforce the positive, eliminate the negative, then move on to the next opportunity to excel.
- We must respond to changing requirements. If we don't, or won't, or can't, we cease to be relevant.
- Our existence as a healthcare organization requires remaining relevant to the people we serve.
- One of the secrets to happiness is being grateful. Grateful people cannot help but be happy.
- Another way to look at happiness: It is a byproduct of something else; pride in a job well done, success at a pursuit in life that gives us purpose, or the realization that you made a difference.
- Your attitude toward situations and people is another key to enjoying life. Find the positive in all situations, you will be blessed and the people around you will share your happiness.
- Be fair at all times. Many times, decisions are not about right and wrong, but about what is fair to the people involved.
- Listen.
- Problems and bad news usually do not get better with time. Corollary, the people closest to a problem should be the best to make the preferred suggestions on how to fix a problem.
- Balance in all areas of life is important: Personal, physical, spiritual, emotional and professional.
- Have meetings to share information face-to-face, work issues, or to insure communication, but not just to have a meeting.
- Measurement matters.
- Important Concepts:

Attitude
Authenticity
Caring
Celebration
Communication
Consistency
Creativity

Detail
Devotion
Enjoyment
Enthusiasm
Helpfulness
Integrity
Learning

Personal Touch
Proactivity
Professionalism
Relationships
Resourcefulness
Responsiveness


KARL R. KERCHIEF
COL, MC
Commanding